

SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

Hard Seltzers

Editorial contact for this feature is

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Deadline for editorial submission Friday, February 5th.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant.*

Hard seltzers make a strong case for being the breakout category of Scotland's off trade over the last 12 months, with a raft of new brands and variants rolling out. In this feature we'll assess the performance of hard seltzers in the Scottish off trade and ask how retailers can build a range that's right for their store. We would welcome comments on the following:

- How would you assess the performance of hard seltzers in Scottish c-stores at present? What are the key trends retailers should be aware of? How is the category performing in the convenience channel as compared to the big multiples? What lessons can c-store retailers learn from the supermarkets?
- What shopper missions are driving hard seltzer sales? What demographics are purchasing hard seltzers and why?
- How important is brand recognition to hard seltzer success? What steps have you taken to ensure your brand stands out on shelf?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD or campaigns you would like to shout about?